



SME Business Facilitation Center (SMEBFC), Multan



District Economic Profile and Investment Opportunities (Rahim Yar Khan)

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Table of Contents:

| | |
|---|-----------|
| Table of Contents: | 2 |
| 1. Introduction: | 3 |
| 2. Geographic and Demographic Situation: | 4 |
| 2.1. Geographical Situation:..... | 4 |
| 2.1.1. Total Area:..... | 4 |
| 2.1.2. Area under Cultivation:..... | 4 |
| 2.2. Demographic Situation: | 4 |
| 2.2.1. Urban Population:..... | 4 |
| 2.2.2. Rural Population: | 4 |
| 2.2.3. Total Households: | 4 |
| 3. Human Resource Availability: | 4 |
| 3.1. Total Labour Force: | 4 |
| 3.2. Skilled Labour:..... | 5 |
| 3.3. Semi-Skilled Labour:..... | 5 |
| 3.4. Unskilled Labour: | 5 |
| 4. Infrastructural Facilities: | 5 |
| 4.1. Communication System: | 5 |
| 4.2. Road and Rail Network: | 6 |
| 4.3. Utilities:..... | 6 |
| 4.4. Social Infrastructure Availability:..... | 6 |
| 4.5. Industrial Estate: | 7 |
| 5. Agriculture and Livestock: | 7 |
| 5.1. Agriculture Sector: | 7 |
| 5.1.1. Main Crops:..... | 7 |
| 5.1.2. Main Fruits: | 8 |
| 5.1.3. Main Vegetables: | 8 |
| 5.2. Livestock:..... | 8 |
| 5.2.1. Poultry Farms:..... | 9 |
| 6. Industrial Sector: | 9 |
| 6.1. Small and Medium Enterprises:..... | 9 |
| 6.2. Textile Spinning and Weaving Units: | 9 |
| 6.3. Cotton Ginning & Pressing Factories: | 9 |
| 6.4. Rice Husking/Processing Mills:..... | 10 |
| 6.5. Flour Mills: | 10 |
| 6.6. Beverage Factories:..... | 10 |
| 6.7. Vegetable ghee/cooking oil units: | 10 |
| 6.8. Cold Storage:..... | 10 |
| 6.9. Sugar Mills:..... | 10 |
| 6.10. Brick Kiln Industry: | 10 |
| 7. Services Sector: | 10 |
| 8. Potential Sectors for Investment: | 11 |
| 9. Business Support Institutions: | 11 |
| 10. Useful Web Links: | 12 |

1. Introduction:

Rahim Yar Khan is a famous city in the south of Punjab (Pakistan). It is one of the few cities in the world that are still at their pioneering places since the formation. It is situated on the bank of River Indus, it became city in 1751 A.D, became tehsil in 1905. In 1930, the city was designated as a District Headquarter and in 1942 became an industrial zone and cotton center with the advent of several industrial units and factories all over the town. Two landmark factories of Abbasia Textile Mills and Sadiq Vegetable & Oil Mills (now Unilever) were established in 1950, which added more in the urbanization of the city. This urbanization continued since then

and now the city is one of the modern district headquarters in Punjab with decent civic facilities and infrastructure.¹ District Rahim Yar Khan is divided into four Tehsils, namely:

- Khanpur,
- Liaquatpur
- Rahim Yar Khan
- Sadiqabad.

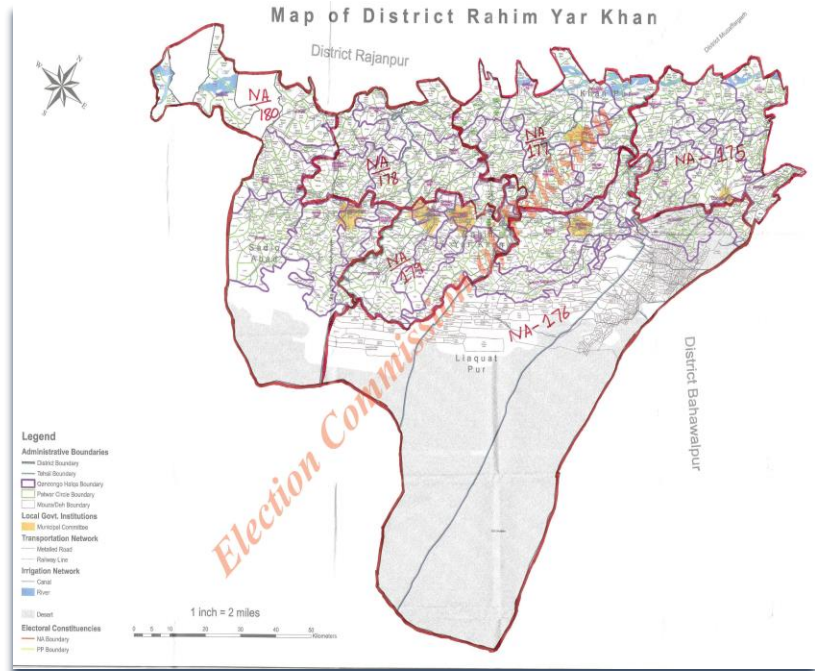
Rahim Yar Khan District is situated between 24-13 to 25-12 degree north latitude and 68-21 to 69-20 degree east longitude. District Rahim Yar Khan is one of the largest districts of southern Punjab. The river Indus separates Rahim Yar Khan from Muzaffargarh, Rajanpur, Kashmore & Ghotki districts. The district borders with Muzaffargarh district on the north, with Jasilmir (India) and Ghotki district of Sindh province on the south, with Bahawalpur district on the east, and with Rajanpur district on the west.² The climate of the district is hot and dry in the summer and cold and dry in the winter. The summer season is comparatively longer. It starts in April and continues until October. The winter season goes from November to March. However, the month of March and November are pleasant. Dust storms are frequent during the summer season. The average rain fall is about 100 millimeters.³

This document provides information about district Rahim Yar Khan in respect of area, population, manpower, production of agriculture crops, fruits, vegetables, livestock, and infrastructural facilities such as communication network, power/gas supply, telecommunication, industrial estates, and major industries. It also identifies various potential investment opportunities in the district and lists out various institutes / organization working in this region for business support.

¹ https://rykhan.punjab.gov.pk/our_history, <https://www.ecp.gov.pk/>

² <https://rykhan.punjab.gov.pk/geography>

³ <https://rykhan.punjab.gov.pk/climate>



2. Geographic and Demographic Situation:

2.1. Geographical Situation:

2.1.1. Total Area⁴:

District Rahim Yar Khan covers an area of 11,880 Square Kilometers and makes 5.79% area of Punjab and 1.4% area of Pakistan.

2.1.2. Area under Cultivation⁵:

The total agricultural area of District Rahim Yar Khan is 793,283 Hectare from which 647,000 Hectare is cultivated area and makes 5.13% cultivated area of Punjab. This includes the land under crops, orchards as well as current fallow.

2.2. Demographic Situation:

2.2.1. Urban Population⁶:

Total estimated urban population of the district is 1,032,636 with 527,087 are male and 505,410 are female. The average annual growth rate is 2.74%.

2.2.2. Rural Population⁷:

Total estimated rural population of the district is 3,781,370 with 1,940,753 male and 1,840,528 female. The average annual growth rate is 2.15 %.

2.2.3. Total Households⁸:

Total estimated households' units of Rahim Yar Khan District are 701,520 with 164,119 units exist in urban areas and 537,401 units in rural areas with the average household's size of 6.9 persons.

3. Human Resource Availability:

This section discusses the statistics related to labour force, skilled labour, semi-skilled labour and unskilled labour.

3.1. Total Labour Force⁹:

The labour force comprises all those who work for gain, whether as employees, employers, or as self-employed, and it includes the unemployed who are seeking work. The total estimated working age population¹⁰ of District Rahim Yar Khan is 2,888,400 out of which total estimated labour force is 1,344,000. The labour force participation rate is 38%¹¹. In total employed persons, 45.8% had elementary

⁴ Punjab Land Records Authority, Punjab Development Statistics, 2019

⁵ Punjab Development Statistics, 2019

⁶ Population Census 2017, Pakistan Bureau of Statistics

⁷ Population Census 2017, Pakistan Bureau of Statistics

⁸ Population Census 2017, Pakistan Bureau of Statistics

⁹ Pakistan Bureau of Statistics

¹⁰ The working age population refers to people aged 15 to 64.

¹¹ Labour Force Survey, 2015



occupations followed by skilled agricultural and fishery workers representing 31.5%, and service workers, shop and market sales workers representing 9.6%.

3.2. Skilled Labour¹²:

The literacy rate of the district is about 43%¹³. As regards availability of skilled human resource, there are 10 technical / commercial / vocational institutions (6 for men, 4 for women) imparting training in various trades e.g. chemical, electrical, mechanical, civil, electronics, auto mechanic, commerce, computer operators, training in solar technology, tailoring, mobile repairing, machine embroidery, security guard, plumber & sanitary installer, motorcycle mechanic, steel fixer, electrician, driving, heating ventilation, web designing, beautician, motor winding, air conditioning & refrigeration, AutoCAD, carpenter, auto & farm machinery, welding, etc. Total 8,329 technicians/artisans/workers are graduated during 2009 to 2016 from technical / commercial / vocational institutions of district Rahim Yar Khan.¹⁴ Beside these, large number of population of the district got technical, commercial and vocational education from big cities of Pakistan; these people are also included in the skilled human resource of the district.

3.3. Semi-Skilled Labour¹⁵:

Only 37% of the total population of the district completed the primary education. Therefore, most of the labour force in the district is unskilled or semi skilled. The estimated semi-skilled labour in the district is round about 537,600.

3.4. Unskilled Labour¹⁶:

The total population of the district that has ever attended school is only 46%. So, remaining 54% population not attended school ever. Therefore, the ratio of unskilled labour is more than skilled and semi-skilled labour in the district. The estimated unskilled labour in the district is round about 712,000.

4. Infrastructural Facilities:

4.1. Communication System:

The communication network detail is as following:

4.1.1. Telecommunication Service:

There are 61 telephone exchanges operating in the district, ranging in capacities from 200 lines to 20,150 lines.¹⁷ There are also a several numbers of Cellular companies operating in the district including Mobilink, Zong, U phone, Telenor and Warid.

4.1.2. Post Office Service:

There are 27 post offices operating in the district¹⁸. Beside these many private national and international courier services are also providing their services in the district.

¹² Labour Force Survey, 2015

¹³ https://rykhan.punjab.gov.pk/education_authority

¹⁴ <http://www.tevta.gop.pk/>

¹⁵ Labour Force Survey, 2015

¹⁶ Labour Force Survey, 2015

¹⁷ <https://ptcl.com.pk/>

¹⁸ <http://www.pakpost.gov.pk>



4.2. Road and Rail Network:

4.2.1. Road Network

District Rahim Yar Khan is situated on the main national highway, linking Karachi, Lahore & Peshawar. The district has a total metalled road-length of 4,276 Kilometers. The district is linked with Bahawalpur, Sakkhar and Muzaffargarh districts through metalled road. The details are given below in the table.

Table 1: Metalled Roads Length¹⁹

| <i>(Kilometers)</i> | | | |
|---------------------|------------------|---------------------|-------|
| National Highways | Sugar Cess Roads | Provincial Highways | Total |
| 157 | 382 | 3,737 | 4,276 |

4.2.2. Rail Network:

The main Peshawar-Karachi railway line passes through District Rahim Yar Khan and linking the district with Karachi, Lahore & Peshawar.²⁰

4.2.3. Air Network:

There is an international airport located at Rahim Yar Khan City; the airport caters both international & domestic flights. It is situated 5 km west of the city.

4.3. Utilities:

4.3.1. Electricity Supply:

MEPCO is the only supplier of electricity in the district, it covers 74.85 % area of the district.²¹

4.3.2. Natural Gas:

Natural gas is available almost half of the area of the district.

4.3.3. Water and Sanitation:

Water and Sanitation Agency (WASA) is primarily responsible for water and sanitation. It is facilitating 90.17% of the population by providing drinking water.²²

4.4. Social Infrastructure Availability:

4.4.1. Educational Institutions:

The details of the education institutes are as following:

Table 2: Education Institutions (2018-19)²³

| <i>(Numbers)</i> | | | | | |
|--------------------------|--------------|--------------------------|----------------|----------------------|--------------|
| Primary & Middle Schools | High Schools | Higher Secondary Schools | No of Colleges | Technical Institutes | Universities |
| 2,606 | 214 | 48 | 44 | 10 | 2 |

¹⁹ National Highways Authority, Lahore

²⁰ <https://rykhan.punjab.gov.pk/transportation>

²¹ Pakistan Standard of Living Measurement Survey

²² Pakistan Standard of Living Measurement Survey

²³ <https://open.punjab.gov.pk/schools/>



4.4.2. Health Institutions:

The information of the health institutes is given in the table below:

Table 3: Health Institutions²⁴

(Numbers)

| Hospitals | | Dispensaries | | R.H. Cs Total | | B.H. Cs Total | | S.H. Centers | | M.C.H Centers | |
|-----------|-------|--------------|------|---------------|------|---------------|------|--------------|------|---------------|------|
| No. | Beds | No | Beds | No. | Beds | No. | Beds | No. | Beds | No. | Beds |
| 8 | 1,889 | 64 | 0 | 19 | 356 | 108 | 208 | 0 | 0 | 7 | 0 |

4.4.3. Police Stations, Civil Courts and Railway Stations²⁵:

There are 27 police stations, 80 civil courts and 20 railway stations in the district.

4.5. Industrial Estate:

Rahim Yar Khan Industrial Estate is an ongoing project of PIEDMC aiming to bring the district of Rahim Yar Khan into the main stream of economic growth. Rahim Yar Khan Industrial Estate has been developed over 450 Acre of land providing state of the art industrial infrastructure to industrialists from all over Pakistan.²⁶

5. Agriculture and Livestock:

5.1. Agriculture Sector:

The local economy of district Rahim Yar Khan is mainly driven by agriculture sector with a good yield of different cash crops along with production of fruits. The details of the major crops, fruits and vegetables grown in this region are as following:

5.1.1. Main Crops:

Wheat, Cotton and Sugarcane are the main crops grown in the district. Area and production of these crops during the period 2019-20 is given below:

Table 4: Main Crops²⁷

(Numbers)

| Wheat | | Cotton | | Sugarcane | |
|-----------------|--------------------|--------------|--------------------|--------------|--------------------|
| Area (Hectares) | Production (Tones) | Area (Acres) | Production (Bales) | Area (Acres) | Production (Tones) |
| 322,130 | 1,025,440 | 165,920 | 674,750 | 186,150 | 2,825,470 |

Besides, Maize, Rice, Jawar, Moong, Mash, Masoor and Oil Seed such as Rape / Mustard and Sun Flower are also grown in minor quantities in the district.

²⁴ Punjab Development Statistics, 2019

²⁵ https://rykhan.punjab.gov.pk/district_profile

²⁶ <https://pie.com.pk/rahim-yar-khan-industrial-estate>

²⁷ Directorate of Agriculture, Crop Reporting Service, Punjab



5.1.2. Main Fruits:

Mangoes, Citrus and Guava are the main fruits grown in the district. Area and production of these fruits during the period 2019-20 is given below:

Table 5: Main Fruits²⁸

(Numbers)

| Mango | | Guava | | Citrus | |
|--------------|--------------------|--------------|--------------------|--------------|--------------------|
| Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) |
| 59,400 | 232,560 | 400 | 4,115 | 4,627 | 16,320 |

Besides Dates, Water & Musk Melon, Jaman, Banana, Pomegranates, Pears and Phalsa are also grown in minor quantity in the district

5.1.3. Main Vegetables:

Onions, Tomatoes and Carrot are main vegetables grown in the district. The Area and production of these vegetables during the period of 2019-20 are given below in table:

Table 6: Main Vegetables²⁹

(Numbers)

| Onion | | Tomato | | Carrot | |
|--------------|--------------------|--------------|--------------------|--------------|--------------------|
| Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) | Area (Acres) | Production (Tones) |
| 7,600 | 34,599 | 1,050 | 6,666 | 855 | 6,925 |

Besides, Potatoes, Bitter gourd, Cucumber, Chilies Ladyfinger, Tinda, Turnip, Garlic etc. are also grown in the district in minor quantities.

5.2. Livestock:

Livestock is the second important economic activity in the district. Livestock is an important source of livelihood for the majority of the rural population. Livestock is marketed to other provinces. It is an important source of meat, milk, wool, hides and skins. Goats, buffalos, Cattles and sheep are the most common livestock species in the district. The summary of the livestock statistics of district is given below in the table:

Table 7: Livestock Statistics³⁰

(Numbers)

| Cattle | Buffaloes | Sheep | Bullocks | Goats | Camels | Horses | Asses | Mules |
|---------|-----------|--------|----------|-----------|--------|--------|--------|-------|
| 444,000 | 683,000 | 77,000 | 4,573 | 1,231,000 | 1,718 | 3,031 | 43,215 | 1,000 |

²⁸ Directorate of Agriculture, Crop Reporting Service, Punjab

²⁹ Directorate of Agriculture, Crop Reporting Service, Punjab

³⁰ Punjab Development Statistics, 2019



5.2.1. Poultry Farms³¹:

There are total 620 poultry farms in the district out of which 583 broiler and 27 layer poultry farms having rearing capacity of 17,250 and 350 thousand birds respectively. There is also 10 breeding farm having rearing capacity of 110 thousand birds.

6. Industrial Sector:

Rahim Yar Khan is a commercial and industrial center; it is connected with the rest of the country through rail and air including the other industrial hubs such as Lahore, Karachi, Quetta and Faisalabad. The main industries of the district are textile, cotton ginning and pressing, sugar, cottonseed oil, edible oil, soap, beverage making, agricultural implements manufacturing and fertilizer manufacturing. Cottage industry includes ginning, pottery/clay products, electric desert cooler, agricultural machinery, handicrafts, food industry and embroidery. Unilever, the international manufacturers of some famous brands of the world like Sun silk shampoos, Walls ice cream, Lux, soaps etc. has one of their major factories of Pakistan in Rahim Yar Khan.

Table 8: Number of Registered Factories and Employment Level³²

| No. of Factories | | Estimated Employment | |
|------------------|------|----------------------|--------|
| 2017 | 2018 | 2017 | 2018 |
| 229 | 242 | 14,793 | 15,013 |

6.1. Small and Medium Enterprises:

The small and medium enterprises comprise of manufacturing units, livestock, agriculture, whole sellers, bakeries, auto & electric, furniture makers, repair, merchants, shoes makers, tailors, hotel & restaurants, and other shops. Rahim Yar Khan City is the main hub of trading in the district and major market for daily used items whether locally produced or coming from other parts of the country. These items are supplied to the rest of the district from here.

6.2. Textile Spinning and Weaving Units³³:

Textile industry is a back bone of the Pakistan's Industrial Sector. Textile industry comprises 523 textile units out of which 40 are composite units and 483 spinning units. More than 65% of textile units are in Punjab. District Rahim Yar Khan has also 2 textiles spinning (installed capacity of 28,800 spindles) and 15 textile weaving (installed capacity of 1,268 looms) units.

6.3. Cotton Ginning & Pressing Factories³⁴:

Cotton is the major crop of Rahim Yar Khan District with the production of 674 thousand Bales during the period of 2019-20. Due to the easy access to raw material, the district has significant number of cotton ginning & pressing factories. There are total 206 cotton factories in the district with the installed capacity of 959 Ginning, 206 Press and 39 Expellers.

³¹ Directorate of Poultry Research Institute, Punjab, Rawalpindi

³² Punjab Development Statistics, 2019

³³ Pakistan Bureau of Statistics & https://rykhan.punjab.gov.pk/major_industries

³⁴ Pakistan Bureau of Statistics



6.4. Rice Husking/Processing Mills³⁵:

Pakistan is the world's 10th largest producer of rice. Exports make up more than 8% of world's total rice trade. The production of rice in the district is 39.47 thousand tonnes during the period of 2019-20. There are 5 rice mills operating in the district with the installed capacity of 10 Hullers and 1 Sheller that fulfill the demand of local consumers.

6.5. Flour Mills³⁶:

Pakistan is the largest country where wheat is the staple food of nearly entire population. Wheat is the major crop of the district with the production of 1025.44 thousand tonnes during the period of 2019-20. There are 41 flour mills operating in the district with the installed capacity of 6,960 metric tons per day.

6.6. Beverage Factories³⁷:

There are 2 beverage factories operating in the district with the installed capacity of 90,000 crates per day.

6.7. Vegetable ghee/cooking oil units³⁸:

There are 2 vegetable ghee/cooking oil units operating in the district with the installed capacity of 92,000 metric tons.

6.8. Cold Storage³⁹:

There are 4 cold storage units available in the district with the capacity of 3,850 bags.

6.9. Sugar Mills⁴⁰:

Sugarcane is the major crop of Rahim Yar Khan District with the production of 2825.47 thousand tons during the period of 2019-20. Due to the easy access to raw material, there are 5 sugar mills operating in the district with the installed capacity of 56,000 tons of cane per day.

6.10. Brick Kiln Industry⁴¹:

There are total 400 Brick Kiln units operating in the district out of which 168 units are in Tehsil Sadiqabad, 67 units in Tehsil Khanpur, 83 units in Tehsil Liaqatpur and 82 units in Tehsil Rahim Yar Khan.

7. Services Sector:

Due to the dominance of agriculture sector, the most of the services are allied to this sector, like, the fertilizer and pesticides supply, and farm machinery rental services. There are retail stores, shops, mini markets for grocery, fruits and vegetables markets in the urban areas and small shops in rural areas. Retail and wholesale sector grew very rapidly in the district. Other services include health, education, banking,

³⁵ Pakistan Bureau of Statistics

³⁶ Pakistan Bureau of Statistics, https://rykhan.punjab.gov.pk/major_industries

³⁷ Pakistan Bureau of Statistics

³⁸ https://rykhan.punjab.gov.pk/major_industries

³⁹ https://rykhan.punjab.gov.pk/major_industries

⁴⁰ https://rykhan.punjab.gov.pk/major_industries

⁴¹ http://dashboards.urbanunit.gov.pk/brick_kiln_dashboard/index.php



grain trading, real estate, construction, warehouses & cold storages for hotels and restaurants, transportation, auto allied repair and maintenance, telecom & IT.

8. Potential Sectors for Investment:

Keeping in view of the economic potential, available resources and demand of local/national & international markets, the following are the suggested potential sectors for investment:

- Paper and Paper Board
- High Density Polypropylene Woven Bags
- Paper Cones and Bobbins
- Tins for Vegetable Ghee / Cooking Oil Packing
- Hosiery & Towels
- Fruit Juice Unit
- Milk Pasteurizing Unit
- Warehouse
- Ice Plant
- Cotton Bags Manufacturing Unit
- Lint Cleaners for Ginning Factories
- Seed Processing Unit
- Pesticides Manufacturing Unit
- Frozen Food Unit
- Tannery Factory
- Vegetable Ghee & Cooking Oil Unit
- Dairy Farm
- Handicrafts
- Automobiles Repair Workshop
- Textile Spinning/Weaving/Processing Unit
- Parboiled Rice Plant
- Soap and Washing Powder Unit
- Agriculture Waste / By Products Raw Material Unit
- Plastics Products
- Power Generation through Biogases
- Tourism
- Biscuits/Confectionery
- Chemical Industry
- Light Engineering

The above referred economic investment prospects are indicative; therefore, it is advised that detailed feasibility of industrial projects must be carried out before making final decision for investment.

9. Business Support Institutions:

There are many Public and Private Business support institutions in the district which are as following:

- Rahim Yar Khan Chamber of Commerce and Industries
- Regional Business Center Bahawalpur-SMEDA
- Educational Institutions
- Financial Institutions



- E-Khidmat Markaz, Government of Punjab, Rahim Yar Khan
- Environment Protection Department, District Office, Rahim Yar Khan
- Population Welfare Department, District Office, Rahim Yar Khan
- National Database Registration Authority (NADRA), Rahim Yar Khan
- Punjab Food Authority (PFA) District Office, Rahim Yar Khan
- Multan Electric Power Company (MEPCO), Circle Rahim Yar Khan
- Training Technical and Vocational Education Training Authority (TEVTA) Rahim Yar Khan, Training Institutes
- E-Rozgar PITB, Rahim Yar Khan
- Livestock and Dairy Development Department, District Office, Rahim Yar Khan
- Regional Tax Office (RTO), Rahim Yar Khan
- Agriculture Department, Rahim Yar Khan

10. Useful Web Links:

- <http://www.pbs.gov.pk/>
- https://rykhan.punjab.gov.pk/education_authority
- https://rykhan.punjab.gov.pk/major_industries
- https://rykhan.punjab.gov.pk/district_at_glance
- <https://pie.com.pk/rahim-yar-khan-industrial-estate>
- <https://www.sbp.org.pk/>
- <http://www.ppma.org.pk>
- <http://www.smeda.org.pk>
- <https://food.punjab.gov.pk>
- <http://www.livestockpunjab.gov.pk>
- <https://punjab.gov.pk/>
- <http://www.crs.agripunjab.gov.pk>
- <https://poultry.punjab.gov.pk/>
- <http://www.bos.gop.pk/developmentstat>
- <http://bos.gop.pk/EducationStatistics>
- <https://www.ecp.gov.pk/>
- <http://www.pbs.gov.pk/content/population-census>
- <http://nha.gov.pk/en/>
- https://rykhan.punjab.gov.pk/our_history, <https://www.ecp.gov.pk/>
- <http://www.tevta.gop.pk/>
- <http://www.pbs.gov.pk/content/labour-force-survey-2014-15-annual-report>



SME Business Facilitation Center (SMEBFC) - Multan

A PSDP Project of SMEDA, MoIP, Government of Pakistan

**For Growth and Development of SMEs
of
South Punjab Region**

*SMEBFC Multan, a PSDP Project of SMEDA, MoIP, Government of Pakistan,
is a One-stop Facility for the development of SMEs of South Punjab Region.*

The Center offers following services to the existing SMEs and potential Entrepreneurs:

- ➔ Identification of Region specific potential projects for investment.
- ➔ Information related to business registrations, marketing, technology & production and HR.
- ➔ Advice regarding Taxation, Regulatory Procedures and Compliance Requirements.
- ➔ Support in Market linkages and Business match-making.
- ➔ Information and Guidance in obtaining finance from banks and available financing opportunities.
- ➔ Customized Training Programs for Improved Business Efficiencies.
- ➔ Support and market access to private sector Business Development Service Providers (BDSPs) for service delivery to SMEs.

If you wish to expand or start your own Business,

Please visit or contact below for more information:

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